

# Merit Brainstorming Flavor Value

- All Natural  
- Bold/Classic  
- Doral Fighter

October 6, 1997

## Product

- 3 mg. Tar concept
- Super Light (Camel, Special Lights) Premium Lights

- 5-8 mg tar "Super Lights", Full Flavor, Filter Lights (8 mg)

- Tobacco Quality - "Class A" - Flavor
  - Location - similar to cigars
  - Origination
  - Beef Quality

- Merit Lights between 8-12 mg. Tar
  - Reposition Parent at 10
  - Add M. Lights at 8

- Merit Classic
  - Parent 8-12 mg
  - Lights 6-8 mg

- Merit 25's - Value Pack
- 30's - Priced for 20's

- Scented Smoke

- Variety Flavors - Coffee Flavors?

- Tobacco Flavor - Leaf blending

- Designer Wraps

- Colored Sticks

- Merit Shorts + Smoking Less

- White Tipped
  - Merit Classic Cork
  - New Merit (Lights) - White

- Other tippings
  - Not cork or White
  - Beige?
  - Embossed

- Shorter/Longer Filter "Shorts"

all Natural

Merit Additive Free  
Add mtg obj.  
Attendees  
Next Step 3

Doral - Region 2+3  
premium brand

Product  
Packaging  
Promotions

albuquerque  
Test

Introducing  
Full Flavor

Price

Merit test  
price-off.  
for smart  
value  
shoppers

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- All natural

- Merit Bold

- Higher tar and flavor
- Bold taste
- Tie-in to classic

- Booklet Pack

- 7/7/6
- 20/10

- Cigarette Case Packaging

- Horizontal opening

- Hard Box/Metal Box

- Unique Packaging Construction - Feel

- Continuity - Product Offers

*Product Continuity*

- Menthol Box Packings

- Rounded Corners

- Slide O- Matic

- Rhomboid

- Dimensions
- Hologram
- 3-D

- Graphic on Back of Pack

- Donations/Charities/Educational Funds?

- Merit Neighborhood Involvement
- % of Profit to Charity
- Give back to Community
  - Botanical Gardens
  - Nature

- Community Involvement

- Humor or Recognize "Do Gooders"
- "Merit Awards"
- "Everyday People"
- Supermarket Nominations

- All natural filter

- New Years Card

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- July 4th Card
- Moving Welcome Packet
- ~~VAL-PAK~~
- Merit Comedy/Bar Program
- Merit Players-Local Theater Companies
- Merit "Communications" Center
  - Cell Phones
  - Pagers
  - Awards
  - Internet
  - Merit "Fax"
- Contest
  - Merit Achievements
  - Send in Pictures

- Merit Tar Levels - Education
  - Merit Ten
  - Merit Five
  - Merit One

- Cigarette Holder

- Variety Pack
  - Flavors
  - Tar Levels
  - Tobacco Blends
  - Coffee Tie-In
  - Roll Your Own Cigarettes
  - Even Motivational Speakers

- Pack Outsert Usage

- Papers - Feel - Silky
- Lipstick Resistant type

- Frequent Flyers Program
  - Universal Card
  - Receipts
  - Added Value

- Contest on Lid/Pull Tear

- Carton Image Building

• Coffee Tie-In

• Roll Your Own Cigarettes

• Motivational Speakers

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- Promotions* • *Promo* New Markets - Geographic Buildery
- Merit Regional Cruise
- Make Dream Come True
- Scholarship Fund
- Selective Binding w/Specific Stores
  - Merchandising \$
- Tie-In w/ Mass Merchandisers - Walmart, Home Depot
- Northern Lights Product
- Colored Smoke
- Merit Movie Go'ers Club
- Discount to Internet users - AOL
  - Web
  - Verge
- Blockbuster Tie-In
  - Sales Opportunity
- Affinity Card - \$ for Purchases
- Gardening/Outdoor Activities
- Rich* • Clear Tops - Lids in Special Pkg.  
Bottoms to see Quality "Class A" Tob
- Promo* • IRC's toward next purchase
- Bob* • Merit Tar Level Pack
  - Multiple Tar Levels
  - Sampler Pack

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